

METHOD AND SYSTEM FOR DYNAMICALLY MAINTAINING INTERNET ASSOCIATIONS

Abstract of Disclosure

A method is disclosed wherein a source referring users to an on-line retailer is uniquely identified to the on-line retailer every time the user visits the on-line retailer's web site. This is accomplished by automatically appending a unique identification code identifying the referring source to the user's request to visit the site, regardless where in the user is logically located on the Internet when the request occurs

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